# GOVERNMENT OF INDIA
# TOURISM AND CULTURE
# LOK SABHA

STARRED QUESTION NO:275
ANSWERED ON:09.08.2001
VISIT OF TOURISTS TO N.E. REGION
JAYANTA RONGPI

**Will the Minister of TOURISM AND CULTURE be pleased to state:**

(a) whether there is a downward trend of tourist flow to the North-Eastern region;

(b) if so, the reasons therefor;

(c) the special measures taken by the Union Government to encourage tourists to visit North Eastern States; and

(d) the details of tourism potential of this region?

## Answer

MINISTER OF TOURISM AND CULTURE (SHRI ANANTHKUMAR)

(a) to (d) : A Statement is laid on the Table of the Sabha.

STATEMENT IN RESPECT OF (a) to (d) OF LOK SABHA STARRED QUESTION NO.275 ANSWERED ON 09.08. REGARDING VISIT OF TOURISTS TO N.E. REGION

(a) and (b) : According to latest figures available, foreign and domestic tourist arrivals have increased by 83% and 132% respectively to North-Eastern States during the year 2000 as compared to previous year.

(c) : Deptt. of Tourism, Govt. of India has initiated following measures for development and promotion of tourism in the North Eastern States: -

- 10% budget of the Department of Tourism has been earmarked for the projects/schemes of North Eastern States.
- North Eastern States are given a free booth in the World`s largest tourism fair ITB Berlin.
- A video film on tourist attractions for North East has been produced by Ministry of Tourism in order to give wide publicity to the region. This is being screened by Air India in their flights.
- A CD-ROM on tourist attractions of North East and also a brochure highlighting tourism products has been produced to boost tourism in North East.
- North Eastern States are given a special focus in the Marketing Conference of Overseas Offices of the Ministry and all the overseas offices are giving due publicity to the North East States for promotion of tourism in the region.
- Financial Assistance for promotion of Fairs and Festivals is also being provided to North Eastern States every year on continuing basis.
- An amount of Rs.12.72 crores has been released for development and promotion of tourism during 2000-2001.

(d) : North Eastern Region is endowed with diverse tourist attractions having rich scenic beauty, exotic flora and fauna and invaluable resources for development of eco-tourism and adventure tourism.